**Cover Sheet Section B: Candidate Statement of Aims**

Explain the ways in which you will apply the theoretical framework to your production, using the questions below as a guide, in approximately 250 words.

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| **Candidate Name:** | **Word Count:** |
| Use evidence from your research into: similar products, your target audience, as well as theoretical perspectives, to explain your decisions:* + How and why will you apply knowledge and understanding of media language to your media production?
	+ How and why will you construct representations of individuals, groups or issues/events?
	+ How will you target your intended audience/users?
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|  *Explain your plan, include the title and genre of your film. (50 words)**The film I will be creating a poster and DVD cover for is a Rom Com called…..* *The magazine I will be creating will be called….* *How and why will you apply knowledge and understanding of media language to your media production? (100 words)* *Describe what your DVD cover/Magazine and poster will look like. Use Subject terminology that you have learnt in your study of media language.* *Iconography, copy, mise en scene, font, layout, low-key/high-key lighting* *Explain why you have made the decisions you have.* *–* ***how will it appeal to your intended audience****, refer to similar products that you have researched, any theories that you have studied*  *How and why will you construct representations of individuals, groups or issues/events?**Which groups will your products represent?* *How will they be represented? Will this be stereotypical or non-stereotypical? Explain your reasons. (****how will it appeal to your intended audience)*** *Gender – (refer to feminist approaches?)* *Ethnicity – White/non-white? (Mixed race couple?)**Sexuality? (Any LGBTQ characters? Why? Why not?)* *Age (teenagers?)* *Setting (school/UK?)* |
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